

## ORDER



**Orders**  
**Order / Rev:** 711552  
**Alt Order #:** 06304350  
**Product Desc:** GTF VOTE NO ON 7  
**Estimate:** 1316  
**Flight Dates:** 09/07/12 - 09/13/12  
**Original Date / Rev:** 09/05/12 / 09/10/12  
**Order Type:** Political

## WUSA

**Primary AE:** Aaron Ashe  
**Sales Office:** T-WAS  
**Sales Region:** NAT

**Agency Name:** Mentzer Media Services/ POL  
**Buying Contact:**  
**Billing Contact:**  
 600 Fairmount Ave. Suite 306  
 Towson, MD 21286

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Get the Facts- Vote No on 7  
**Demographic:** A35+  
**Product Codes:** IS-Issue/Ballot  
**Priority:** P-3  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/13/12	182	\$352,050.00	\$299,242.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	182	\$352,050.00	\$299,242.50	0.00
<b>Totals</b>	<b>182</b>	<b>\$352,050.00</b>	<b>\$299,242.50</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Aaron Ashe			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WUSA	09/07/12	09/07/12	6-7a 9 News @ 6a 9News @ 6a	CM	6-7a	----F--	:30	2	\$650.00	P-2	0.00	NM	2	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----F--			2		\$650.00		0.00				
E 2	WUSA	09/07/12	09/07/12	CBS This Morning CBS This Morning	CM	7-9a	----F--	:30	3	\$350.00	P-2	0.00	NM	3	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----F--			3		\$350.00		0.00				
E 3	WUSA	09/07/12	09/07/12	9-930a Inside Edition	CM	9-930a	----F--	:30	2	\$300.00	P-1	0.00	NM	2	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----F--			2		\$300.00		0.00				
E 4	WUSA	09/07/12	09/07/12	10-11a Let's Make a Deal	CM	10-11a	----F--	:30	1	\$700.00	P-1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----F--			1		\$700.00		0.00				
E 5	WUSA	09/07/12	09/07/12	Price Is Right The Price is Right	CM	11a-12p	----F--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----F--			2		\$1,200.00		0.00				
E 6	WUSA	09/07/12	09/07/12	9 News @ Noon 9 News @ Noon	CM	12-1230P	----F--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		09/03/12	09/09/12	----F--			2		\$1,200.00		0.00				

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 Alt Order #: 06304350  
 Flight Dates: 09/07/12 - 09/13/12

Advertiser: Get the Facts- Vote No on 7  
 Product Desc: GTF VOTE NO ON 7  
 Estimate: 1316

WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 11	WUSA	09/07/12	09/07/12	9 News @ 6p 9 News @ 6p	CM	6-630p	----F--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	----F--		2			\$1,200.00		0.00				
E 12	WUSA	09/07/12	09/07/12	CBS Evening News CBS Evening News	CM	630-7p	----F--	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	----F--		1			\$4,500.00		0.00				
E 13	WUSA	09/07/12	09/07/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	----F--	:30	2	\$1,200.00	P-1	0.00	NM	2	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	----F--		2			\$1,200.00		0.00				
E 14	WUSA	09/07/12	09/07/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	----F--	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	----F--		2			\$2,500.00		0.00				
E 15	WUSA	09/07/12	09/07/12	Letterman Late Night with David Letterman	CM	1135P-1237A	----F--	:30	2	\$900.00	P-2	0.00	NM	2	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	----F--		2			\$900.00		0.00				
E 16	WUSA	09/07/12	09/09/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	----FSS	:30	6	\$2,750.00	P-2	0.00	NM	6	\$16,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	----FSS		6			\$2,750.00		0.00				
E 17	WUSA	09/07/12	09/07/12	Fri Prime B CSI: NY	CM	9-10P	----F--	:30	2	\$6,000.00	P-1	0.00	NM	2	\$12,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	----F--		2			\$6,000.00		0.00				
E 18	WUSA	09/07/12	09/07/12	Fri Prime C Blue Bloods	CM	10-11P	----F--	:30	2	\$8,000.00	P-1	0.00	NM	2	\$16,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	----F--		2			\$8,000.00		0.00				
E 19	WUSA	09/08/12	09/08/12	8-10a Sa CBS This Morn CBS This Morning: Saturday	CM	8-10AM	-----S-	:30	4	\$300.00	P-2	0.00	NM	4	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	-----S-		4			\$300.00		0.00				
E 20	WUSA	09/08/12	09/08/12	9 News @ 6p Sat 9 News @ 6p Sat	CM	Sat 6-630p	-----S-	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	-----S-		1			\$600.00		0.00				
E 21	WUSA	09/08/12	09/08/12	Crimetime Saturday Crimetime Saturday (8:00 PM-9:00 PM)	CM	8-10P	-----S-	:30	2	\$2,500.00	P-1	0.00	NM	2	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	-----S-		2			\$2,500.00		0.00				
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NUSA	09/03/12-09/09/12		Crimetime Saturday		8-10P	(8:00 PM-9:00 P-----Sa--	:30		<del>(\$2,500.00)</del>		0.00	NM		
See MG 21.3,21.4															
2	NUSA	09/03/12-09/09/12		Crimetime Saturday		8-10P	(8:00 PM-9:00 P-----Sa--	:30		<del>(\$2,500.00)</del>		0.00	NM		
See MG 21.3,21.4															
3	NUSA	09/08/12-09/08/12		US Open Tennis/Women's Fi	Women's Final		-----Sa--	:30		\$2,500.00		0.00	NM		
Ⓜ MG for 21.2,21.1															
4	NUSA	09/08/12-09/08/12		US Open Tennis/Women's Fi	Women's Final		-----Sa--	:30		\$2,500.00		0.00	NM		
Ⓜ MG for 21.2,21.1															
E 22	WUSA	09/08/12	09/08/12	Sat Prime B 48 HRS	CM	U.S. Open Tennis	-----S-	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>				
	Week:	09/03/12	09/09/12	-----S-		2			\$3,000.00		0.00				

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WUSA

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 22	WUSA	09/08/12	09/08/12	Sat Prime B 48 HRS	CM	U.S. Open Tennis	-----S-	:30	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S-		2				\$3,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NUSA	09/03/12-09/09/12		Sat Prime B		U.S. Open Tennis	-----Sa--	:30		<del>(\$3,000.00)</del>		0.00	NM		
	See MG 22.3,22.4														
2	NUSA	09/03/12-09/09/12		Sat Prime B		U.S. Open Tennis	-----Sa--	:30		<del>(\$3,000.00)</del>		0.00	NM		
	See MG 22.3,22.4														
3	NUSA	09/08/12-09/08/12		US Open Tennis/Women's Fi		Women's Final	-----Sa--	:30		\$3,000.00		0.00	NM		
	Ⓜ MG for 22.2,22.1														
4	NUSA	09/08/12-09/08/12		US Open Tennis/Women's Fi		Women's Final	-----Sa--	:30		\$3,000.00		0.00	NM		
	Ⓜ MG for 22.2,22.1														
E 23	WUSA	09/08/12	09/08/12	Sat Prime C 48 Hours Mystery	CM	10-11P	-----S-	:30	2	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S-		2				\$3,500.00		0.00			
E 24	WUSA	09/08/12	09/08/12	LF 1135p-1235a Criminal Minds	CM	1135P-1235A	-----S-	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S-		2				\$600.00		0.00			
E 25	WUSA	09/09/12	09/09/12	NFL Today NFL Today	CM	NFL Today	-----S	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		1				\$2,500.00		0.00			
E 26	WUSA	09/09/12	09/09/12	NFL Football Game #1 NFL Football Game #1	CM	Sat-Sun 1-4p	-----S	:30	1	\$10,000.00	P-2	0.00	NM	1	\$10,000.00
	PATRIOTS V TN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		1				\$10,000.00		0.00			
E 27	WUSA	09/09/12	09/09/12	US Open Tennis/Men's F US Open Men's Final	CM	Men's Final (4:00 PM-7:00 PM)	-----S	:30	2	\$5,000.00	P-2	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		2				\$5,000.00		0.00			
E 28	WUSA	09/09/12	09/09/12	Sun Prime A 60 Minutes	CM	7-8P	-----S	:30	2	\$12,000.00	P-2	0.00	NM	3	\$24,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		2				\$12,000.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	NUSA	09/03/12-09/09/12		Sun Prime A		7-8P	-----Su	:30		<del>(\$12,000.00)</del>		0.00	NM		
	See MG 28.3,28.4														
	[NA/LUR]														
3	NUSA	09/10/12-09/10/12		Mon Prime B		9-10P	M-----	:30		\$8,000.00		0.00	NM		
	Ⓜ MG for 28.1 09/09														
4	NUSA	09/11/12-09/11/12		Tue Prime C		10-11P	-T-----	:30		\$4,000.00		0.00	NM		
	Ⓜ MG for 28.1 09/09														
E 29	WUSA	09/09/12	09/09/12	Sun Prime C The Good Wife	CM	9-10P	-----S	:30	2	\$7,000.00	P-2	0.00	NM	2	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		2				\$7,000.00		0.00			
E 30	WUSA	09/09/12	09/09/12	Sun Prime D The Mentalist	CM	10-11P	-----S	:30	2	\$5,000.00	P-2	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		2				\$5,000.00		0.00			
E 31	WUSA	09/09/12	09/09/12	1135p-1205a Sports Plu Sports Plus	CM	1135P-1205A	-----S	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
	Week:	09/03/12	09/09/12	-----S		2				\$750.00		0.00			
E 32	WUSA	09/10/12	09/13/12		CM	6-7a	MTWT---	:30	8	\$650.00	P-2	0.00	NM	8	\$5,200.00



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E 42	WUSA	09/10/12	09/13/12	9 News @ 6p 9 News @ 6p	CM	6-630p	MTWT---	:30	8	\$1,200.00	P-1	0.00	NM	6	\$7,200.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 09/10/12    09/16/12    MTWT---                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      8    \$1,200.00    0.00                 </div> </div>															
<div> <div> <u>Spot</u>    <u>Ch</u>    <u>Date Range</u>    <u>Description</u>    <u>Start/End Time</u>    <u>Weekdays</u>    <u>Length</u>    <u>Rate</u>    <u>Rtg</u>    <u>Type</u> </div> <div>                     1 WUSA 09/10/12-09/16/12 9 News @ 6p 6-630p MTWTh----- :30 (\$1,200.00) 0.00 NM                      See MG 40.9,40.10,40.11,40.12                 </div> <div>                     7 WUSA 09/10/12-09/16/12 9 News @ 6p 6-630p MTWTh----- :30 (\$1,200.00) 0.00 NM                      See MG 40.9,40.10,40.11,40.12                 </div> </div>															
E 43	WUSA	09/10/12	09/13/12	CBS Evening News CBS Evening News	CM	630-7p	MTWT---	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 09/10/12    09/16/12    MTWT---                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      1    \$4,500.00    0.00                 </div> </div>															
E 44	WUSA	09/10/12	09/13/12	9 News Tonight 7p 9 News Tonight 7p	CM	7-730p	MTWT---	:30	8	\$1,200.00	P-1	0.00	NM	8	\$9,600.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 09/10/12    09/16/12    MTWT---                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      8    \$1,200.00    0.00                 </div> </div>															
E 45	WUSA	09/10/12	09/13/12	Entertainment Tonight Entertainment Tonight	CM	730-8P	MTWT---	:30	8	\$2,500.00	P-1	0.00	NM	8	\$20,000.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 09/10/12    09/16/12    MTWT---                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      8    \$2,500.00    0.00                 </div> </div>															
E 46	WUSA	09/10/12	09/13/12	Letterman Late Night with David Letterman	CM	1135P-1237A	MTWT---	:30	8	\$900.00	P-2	0.00	NM	8	\$7,200.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 09/10/12    09/16/12    MTWT---                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      8    \$900.00    0.00                 </div> </div>															
E 47	WUSA	09/10/12	09/13/12	9 News @ 11p 9 News @ 11p	CM	M-Su 11-1135p	MTWT---	:30	8	\$2,750.00	P-2	0.00	NM	8	\$22,000.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 09/10/12    09/16/12    MTWT---                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      8    \$2,750.00    0.00                 </div> </div>															
E 48	WUSA	09/10/12	09/10/12	Mon Prime C Hawaii Five-0	CM	10-11P	M-----	:30	2	\$7,500.00	P-2	0.00	NM	2	\$15,000.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 09/10/12    09/16/12    M-----                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      2    \$7,500.00    0.00                 </div> </div>															
E 49	WUSA	09/11/12	09/11/12	Tue Prime A NCIS	CM	8-9P	-T-----	:30	2	\$10,000.00	P-2	0.00	NM	2	\$20,000.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 09/10/12    09/16/12    -T-----                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      2    \$10,000.00    0.00                 </div> </div>															
E 50	WUSA	09/11/12	09/11/12	Tue Prime B NCIS: Los Angeles	CM	9-10P	-T-----	:30	2	\$8,500.00	P-2	0.00	NM	2	\$17,000.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 09/10/12    09/16/12    -T-----                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      2    \$8,500.00    0.00                 </div> </div>															
N51	WUSA	09/12/12	09/12/12	Wed Prime C CSI: Crime Scene Investigation	CM	10-11P	--W----	:30	1	\$7,400.00	P-1	0.00	NM	1	\$7,400.00
<div> <div> <u>Start Date</u>    <u>End Date</u>    <u>Weekdays</u>                      Week: 09/10/12    09/16/12    --W----                 </div> <div> <u>Spots/Week</u>    <u>Rate</u>    <u>Rating</u>                      1    \$7,400.00    0.00                 </div> </div>															
													Totals	182	\$352,050.00